



North American Unitarian Association

3-year Strategic Plan,

June 11, 2025

Vision

Empowering Liberal Religion to Survive and Thrive

Mission

The North American Unitarian Association (NAUA) is a member service organization dedicated to supporting and promoting the practice of liberal religion by embracing freedom, reason, and tolerance rooted in our commitment to the inherent worth and dignity of every person and all peoples.

Theme: Creating Community

Goal Statement:

- Build and maintain a vibrant, inclusive community - both virtually and in person, that fosters belonging, connection, and individual growth.

Objectives:

- Increase total member engagement by 15% per year
 - Establish/Develop regional NAUA Groups.
 - Create more online groups, programs and connections that have differing foci to draw in a wider community of people.
- Increase participation in NAUA's virtual/on-line community

Theme: Membership Growth

Goal Statement:

- Grow NAUA membership

Objectives:

- Develop a marketing strategy by January 1, 2026
- Begin implementing the marketing strategy by March 1, 2026
- Increase membership by no less than 100% within 3 years
 - Increase active membership from the contact list
- Establish means to assist congregations, fellowships and other groups that seek to affiliate with NAUA
- Develop and implement an outreach strategy that increases institutional (congregation, fellowships, organizations) members by 10 per year
- Develop programs to promote and increase NAUA's visibility

Theme: Leadership Development and Support

Goal:

- Nurture and empower ministers, lay leaders, staff and volunteers through support systems, resources, education and leadership development

Objectives:

- Develop and produce training programs and materials for lay leaders (e.g. worship services, pastoral care, memorial services, and marriage ceremonies)
- Develop a formal means of recognition to indicate that lay leaders have completed NAUA leadership development programs (e.g. Certificate of Completion)
- Create programs and opportunities for the development of individuals qualified to serve as leaders of NAUA committees, programs and the organization
- Hold at least 2 leadership training programs per year

Theme: Financial Stability

Goal:

- Ensure long-term financial stability by creating revenue streams, promoting responsible stewardship, and encouraging sustainable giving

Objectives:

- Develop by January 1, 2026, a Fundraising plan that will provide an ongoing revenue stream to support the annual financial requirements of the organization
- Implement the fundraising plan by March 1, 2026
- Increase the revenue stream by at least 50% for each year of the Strategic Plan

Theme: Promoting Liberal Religious Values Throughout the World

Goal Statement:

- Develop and provide programs that promote and support liberal, free religious communities globally

Objectives:

- Affiliate and collaborate with national and international liberal religious organizations
- Create programs, religious and educational, that meet the needs and interests of NAUA members
- Facilitate the participation of NAUA members in humanitarian programs locally, regionally, nationally and internationally, including collaborations with other similarly oriented organizations
- Develop ministries that address the needs and alleviate the suffering of those beyond our own organization
- Create an Action Plan by January 1, 2026, that focuses on NAUA's service to the world

Approved by the NAUA Board of Trustees, June 11, 2025.